



**GRANTMAKERS FORUM OF NEW YORK
STRATEGIC INITIATIVES
FY 2012 - 2014**

I. VISION

Grantmakers Forum of New York unites and empowers funders to achieve their philanthropic aspirations. Through Grantmakers Forum, grantmakers of diverse backgrounds and experience connect to share and increase their knowledge, improve their practice, and address philanthropic opportunities that make a positive social, economic and environmental impact.

II. MISSION

Grantmakers Forum of New York serves as the primary organization for engaging Upstate New York funders in their quest for philanthropic excellence.

III. STRATEGIC INITIATIVES

Grantmakers Forum of New York

- A. Promotes effective, strategic philanthropy through programs, services, and resources.
- B. Strengthens organizational capacity, builds philanthropic relationships, and expands membership to ensure measured, sustainable growth.
- C. Leads and collaborates to address issues and opportunities that support effective philanthropy and a productive nonprofit sector.
- D. Advocates through effective communications about the value of philanthropy and the philanthropic sector to the larger community.



A. Promote effective, strategic philanthropy through programs, services, and resources

YEAR 1:

- Strategically analyze and evaluate programs and services for relevance, financial sustainability, audience development, and capacity.
- Adopt statement of values and practice.

YEAR 2:

- Focus on development and delivery of priority programs/services identified in Year 1.
- Develop program offerings that create branding and recognition.
- Expand technology utilization for program and service delivery.
- Develop and promote support services to meet funder needs.

YEAR 3:

- Re-evaluate program and service offerings for relevance, financial sustainability, audience development and capacity.



B. Strengthen organizational capacity, build philanthropic relationships, and expand membership to ensure measured, sustainable growth.

YEAR 1

- Establish an operating reserve fund with an annual goal for growth.
- Ensure that board membership, volunteers, and staffing pattern are aligned and engaged to achieve the three-year strategic goals.

YEAR 1-3:

- Recruit new members from target funder types, sizes and geographies.
- Develop and monitor strategic three-year revenue goals to support program, services and membership plans.
- Build effective working relationships with other regional associations in New York State.

YEAR 2:

- Evaluate and implement support service sources of revenue that sustain GFNY strategy.



C. Lead and collaborate to address issues and opportunities that support effective philanthropy and a productive nonprofit sector.

YEAR 1:

- Implement state planning with Philanthropy NY and others to improve government relations for unified voice with policymakers, regulators, media and our communities.

YEAR 1-3:

- Develop state and national partnerships to address issues and deliver effective programs.
- Convene the sector to address issues of common concern.

D. Advocate through effective communications about the value of philanthropy and the philanthropic sector to the larger community.

YEAR 1:

- Clearly define member benefits and the value of philanthropic infrastructure and communicate to members and other funders in our region.

YEAR 2-3:

- Document the contributions of philanthropy to social and economic well-being in our region and communicate them to media and public officials.

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